

# Stakeholder Engagement and Partnership Working

- 09:15**      **Registration and welcome**
- 09:30**      **Stakeholder engagement and partnership working: personal relevance**
- Introduction of delegates and individual learning objectives
- 09:45**      **Stakeholder engagement and partnership working: laying the groundwork**
- Discussion on different types of stakeholders and their relevance to organisations
  - components and principles of stakeholder engagement
  - group exercise on the value of stakeholder management
  - individual exercise to identify and articulate organisational outcomes of stakeholder engagement activity
- 10:45**      **Refreshments**
- 11:00**      **Stakeholder engagement methodology – a fresh look at stakeholder identification and mapping**
- Exploration of a range of stakeholder identification techniques using case-study exercise
  - segmentation and prioritisation of stakeholders through mapping
  - development of strategic engagement approach
- 12:45**      **Lunch**
- 13:30**      **Strategic approach to stakeholder engagement**
- Discussion on a strategic approach to stakeholder engagement; critical elements of effective stakeholder engagement, including:
    - building the strategy,
    - understanding stakeholders and leveraging relationships;
    - behaviours to support effective stakeholder engagement,
    - creative engagement and innovative ways to get stakeholders involved
- 14:30**      **Ensuring effective engagement – practical application**
- Exploration of range of typical stakeholder engagement challenges and how to address them, including more specific issues raised by delegates. The format of this session includes working in pairs, small groups and facilitated plenary discussions.
  - Delegates explore useful tools and techniques, and discussions of good – and bad - practice examples support delegates reviewing their own issues in stakeholder engagement and partnership working. This session differs with every course, due to the input of the delegates. Issues discussed often include:

- Working with difficult individuals
- How to negotiate with no money
- How to reach new audiences
- How to get stakeholder engaged and involved
- Engagement within very short deadlines
- Behavioural issues

**15:00 Refreshments**

**15:15 Practical application (continued)**

**16:00 Wrap up and personal action planning**

- Review of tools, approaches, objectives and issues raised to ensure understanding.
- Focus on individuals' plans to embed learning and agree actions to take on stakeholder engagement.

**16:45 Close**